6th MCD

Public Affairs

"Effective communication is 20% what you know and 80% how you feel about what you know."

Jim Rohn, American businessman

Overview

- PA Staff
- Purpose of PA
- Supporting RS MPAs
- Educator Workshops
- Graphics/Photo support
- The Pacesetter
- Media Training

Structure

PAO – 2nd Lt. Reidinger

Public Affairs Chief – MSgt. Evans

Managing Editor – Cpl. Mills

Combat Correspondent – Cpl. Silwanus

Graphics/AV support – LCpl. Geist

District Mission

"To ensure a free flow of information…, …to maintain public support for 6th District and the Marine Corps and to provide information to the Marine Corps Family."

MPA Support

- District PAO and RS MPA relationship:

  - The PAO seeks to support the MPAs with PAG, press releases, and media training.

  - Assist with photo/graphics support.

  Ultimately, we support the recruiters on the street by supporting MPAs.

Educator Workshops

- Four Workshops per year
  - Belongs to each RS XO
- MPAs do the planning and set-up
- Require at least 35 educators per RS
- Part of High School / Community College program
- FY-06 Forecast:
  - RS COL/JAX - 17-21 April, 2006
  - RS FTL/ORL – 28 Nov – 2 Dec, 2005
  - RS NAS/MONT – 7-11 Nov, 2005
  - RS NRL/ATL – 20-24 Feb, 2006

Educator Workshops

- District's responsibilities:

1. Setting up Lodging – Country Inn
2. Arranging transportation – Depot Buses, (mil air for all except JAX/COL)
3. Food – pay for meals (dinners out in town, vouchers for Thursday)
4. Ensuring that educators are on deck.
5. Provide tools to help recruiters, RS XOs and MPAs – EW brochure and CG's Letter.

Graphics/Photo

1. Monthly mission maker awards
   - At the beginning of each month, PA generates these based on which RS made mission.
2. Photo/graphics support
   - Provide photographer for ceremonies, conferences, major EAC events.
3. Digital photo library
   - Monitor and update submissions to library.
   - Used to identify Marines in district.
   - Each MPA responsible for their RS.
4. Digital video
   - Tape conferences, media training

The Pacesetter

- Internal information tool
  - Aimed at increasing recruiter productivity by:
    - Offering canvassing techniques from established recruiters
    - Publishing the Commander's Guidance
    - Ranking the RS regions to build a level of competition and responsibility
  - Provides timely information to 6th MCD HQ staff and their families
  - Increase Net APR!!

The Pacesetter in Action

100%
Pure Motivation

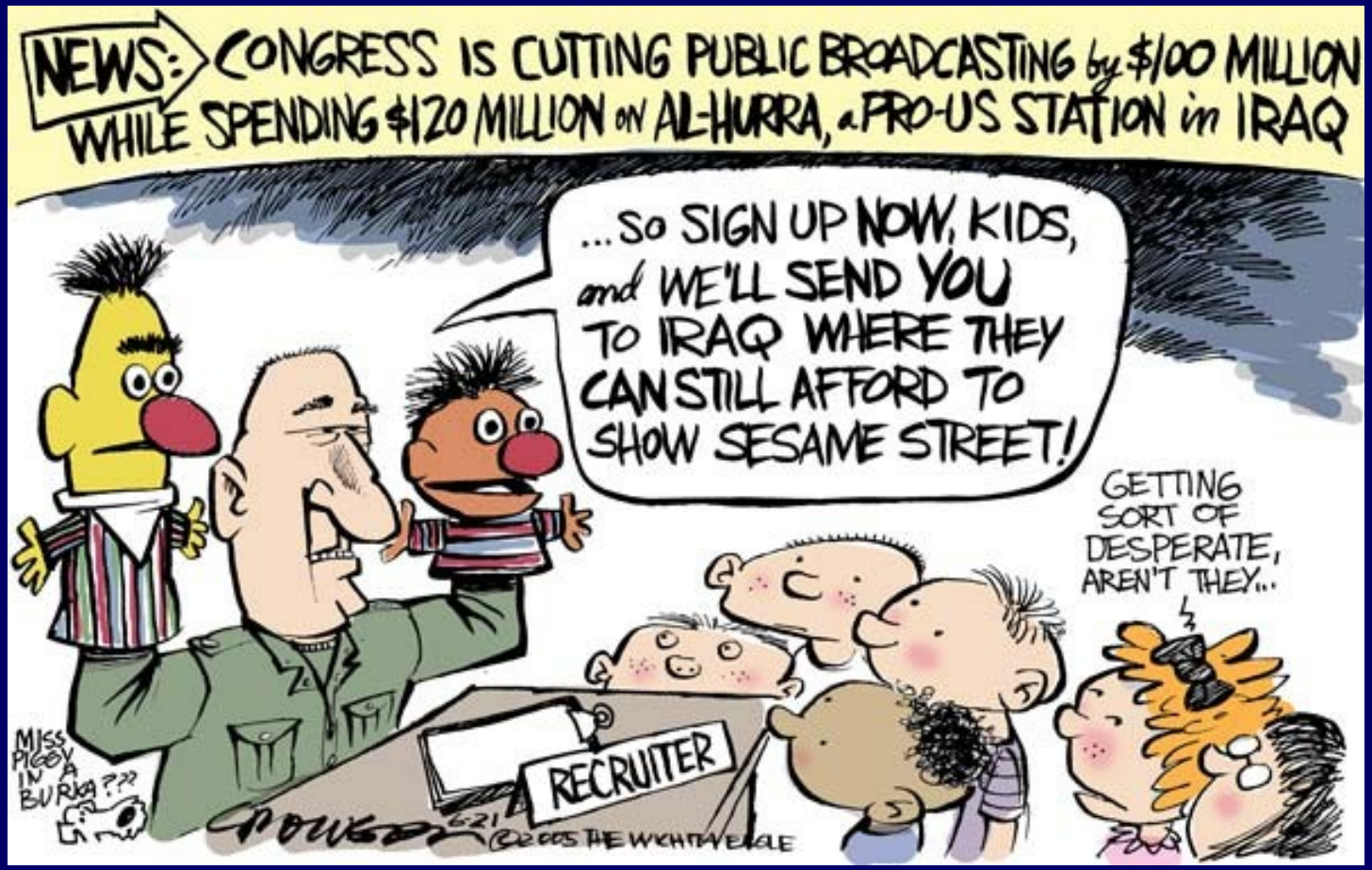
Air and Sea Show
RS
Ft. Lauderdale

Feel the Pain!!

Media Training

- On and off-site training for RS XOs and MPAs
  - Receive updated media classes from MCRC
  - Ensure uniformity of command messages
- CMC releasable information changes
- Preparation and guidance when dealing with:
  - Print, Radio, and Television Interviews
  - Media Queries

Media 101
5-minutes or Less


NEWS: CONGRESS IS CUTTING PUBLIC BROADCASTING by $100 MILLION WHILE SPENDING $120 MILLION ON AL-HURRA, a PRO-US STATION in IRAQ
...SO SIGN UP NOW, KIDS, and WE'LL SEND YOU TO IRAQ WHERE THEY CAN STILL AFFORD TO SHOW SESAME STREET!
GETTING SORT OF DESPERATE, AREN'T THEY...
RECRUITER
MISS PIGGY IN BURKA ???

Understanding the Media

- **Short deadlines**
- **Time/Space limitations** – Be brief
- **“Pack” or “Trend” Journalism** – Breaking story followed by hundreds of spin-offs
- **Inexperienced reporters** – Stay away from Jargon

HELP WANTED
STOP ILLEGAL IMMIGRATION
IS HE SCHIZOPHRENIC?
BORDERLINE.
MEXICO
U.S.A.

The Media Interview

1. Agree to do the interview
2. Establish the ground rules
3. Establish the parameters of the interview (what you will and will not talk about)
4. Develop your interview answers

STAR TRIBUNE
SACK
Welcome to
GUANTANAMO
CERTIFIED
NOT-AS-BAD
AS AN ACTUAL
SOVIET GULAG
RUMMY
'WE'RE ALSO NOT AS BAD AS THE SPANISH INQUISITION, BUT
YOU'LL NEVER HEAR THAT FROM THE MAINSTREAM MEDIA!!!'

Setting The Pace
Leading The Pack
6th Marine Corps District

QUESTIONS?